Decline in DD profits

†2604. SHRI JHUMUK LAL BHENDIA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the reasons for the decline in the profit of Doordarshan as compared to that of the last year;

(b) whether any review has been made in this regard;

(c) the steps taken to increase the revenue earning every year; and

(d) the target fixed for revenue earning during the current financial year and the ensuing years?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) Prasar Bharati has informed that its revenue collection during 2001-02 was Rs. 615.20 crores, as compared to the revenue earned during 2000-2001 of Rs. 637.51 crores. The reason for shortfall was mainly due to lower revenue realisation from the marketing of BCCI cricket matches in India during 2001-2002.

(b) Yes, Sir.

(c) Various steps has been taken to increase the revenue such as full exploitation of the commercial potential of programmes including films and film based programmes, revision of commercial rate card and rationalisation of rate structure, improving the quality of content, and the presentation of channels, starting a marketing set up, creation of a separate Division for Government Ministeries/Departments.

(d) The target for commercial revenue during 2002-03 is Rs. 550 crores. The target for 2003-04 is Rs. 550 crores.

Foreign tours by the employees of DD/AIR

†2605. SHRI RAMA SHANKER KAUSHIK: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the details of the employees and offices of Akashwani and Doordarshan sent on foreign tours during the last three years;

†Original notice of the question was received in Hindi.